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Advertising Age

September 7, 1992

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ABC to try home shopping show

By Joe Mandese

ABC is jumping into the home shopping arena, the first network ever to sell products directly to TV viewers.

Next month, the network will test an unusual and as yet unnamed late-night TV show, hosted by "Lifestyles of the Rich & Famous" star Robin Leach.

In the past, networks have shied away from the home shopping concept, regarded as a low-budget, downscale format not up to the traditional standards of network programming. ABC's is the latest experiment in the late-night daypart, which is bracing for talk show host David Letterman's exit from NBC.

Scheduled to air weeknights immediately following "Nightline" at 12 a.m. (ET), ABC's 1-hour program is intended to be a more discreet version of the home shopping shows popularized by cable TV networks such as QVC and Home Shopping Network.

ABC executives declined to comment, but those familiar with the project said the network wants to see whether the concept can generate a secondary revenue stream to make ABC less reliant on the traditional revenue base of network ad sales.

"The feeling is, 'When's the advertising market coming back?' Well, it may never be coming back," one network executive said.

Details of the show have yet to be finalized, but one executive familiar with the project said: "It's not going to be Budget Bob rolling out one product after another. It's going to have a talk-variety format to it. It's really going to be more like a live commercial with a telephone number for viewers to order the products."

During the six-week test, expected to start next month, ABC will offer the program free to all affiliate stations.

The network will sell no national commercial units in the show during the test and is turning all advertising inventory over to its affiliates.

Network executives are unsure how many

(Continued on Page 34)

Dunn's deal: Make Miller tougher rival

President sees market share boost from Lite, new products

By Ira Teinowitz

MILWAUKEE—Miller Brewing Co. President Warren H. Dunn, confident Miller Lite sales will rebound next year, is talking about adding line extensions and sticking with Lite's ad agency, Leo Burnett USA.

A former FBI agent and lawyer who succeeded Leonard Goldstein as president a year ago, Mr. Dunn said "the stamp I want to put on Miller is to be significantly more competitive."

With 22.3% of U.S. beer shipments, Miller "doesn't have enough share of market," he told *Advertising Age*. And he plans to change that.

Miller Lite is a top priority.

"We all knew we had to get it fixed," Mr. Dunn

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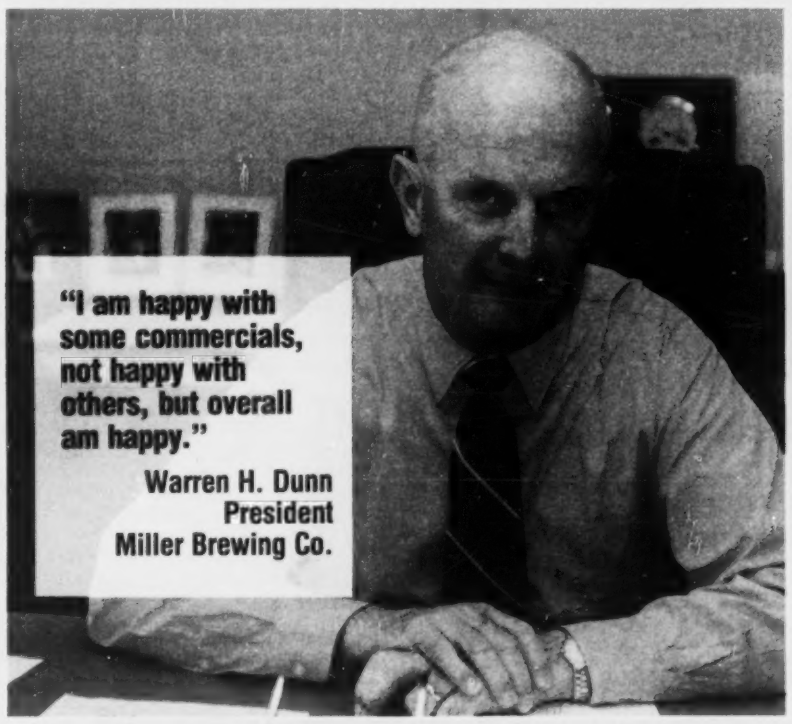

LAST MINUTE NEWS

Frito shuffles buying

PLANO, Texas—Frito-Lay has moved its spot TV and radio and network radio buying to BBDO Worldwide, New York, from Tracy-Locke, Dallas, after a review. Last year, Frito-Lay spent nearly $25 million on spot TV and spot and network radio, LNA/Arbitron Multi-Media Service reported. The marketer also consolidated national TV buying at Foote, Cone & Belding, New York. FCB added the cable and daytime buying assignments that had been at DDB Needham Worldwide, Chicago.

Colt 45 taps Deutsch

ROSEMONT, Ill.—G. Heileman Brewing Co. named Deutsch, New York, to handle creative on the $8 million Colt 45 malt liquor account, previously at Della Femina, McNamee, New York. Della Femina keeps creative responsibility for the Old Style and Special Export brands. SFM Media Corp., New York, was assigned the $15 million media buying for all Heileman brands, previously handled by Della Femina for its

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Small agency survey tracks changes. **Page 31.**

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P&G polishes guarantee for Crest

Promo aims to help marketer build loyalty along with its database

By Jennifer Lawrence

Procter & Gamble Co. next week will launch an unusual guarantee program for Crest toothpaste to build loyalty among consumers and dentists.

At the same time, the promotion is structured to provide a list of Crest users to enhance P&G's consumer database as the company moves more aggressively toward direct marketing.

A network TV campaign will tell consumers that Crest and Crest Tartar Control are so effective that the company is offering a guarantee. The campaign will provide a toll-free telephone number for consumers to obtain the guarantee program's details.

Here's how the program is believed to work: The participant receives a kit from P&G that includes the enrollment card. To fill out the card, the consumer goes to the dentist, who rates the patient's dental condition. The card is returned to P&G. For the next six months, the participant uses Crest.

Five months from the time of enrollment, P&G sends the participant a dental checkup reminder for the second visit for the dentist to evaluate the patient's dental condition after using Crest.

That reminder card, validated by the dentist, is returned to P&G. If the patient or patient's parent isn't satisfied with the results of the second dental visit, P&G will refund six months' worth of Crest product, up to $15 with proofs-of-purchase.

"P&G is appealing to the quintessential authority—the dentist —as to whether the product works," said Jeffrey M. Hill, co-founder of Meridian Consulting Group. "By implication, they are encouraging proper dental hygiene, which is a sound strategic direction.

"They are encouraging proper dental hygiene, which is a sound strategic direction."

"The dentist is the largest influencing factor in the oral hygiene regimen, and the dentist's recommendation goes a long way in brand selection . . . this is good solid marketing with a nice twist."

D'Arcy Masius Benton & Bowles, New York, is the agency.

A P&G spokeswoman confirmed that upon calling the 800-number, consumers will get enrollment information. Children ages 6 to 12 are eligible to enroll in the regular Crest program; all other consumers can enroll in the Crest Tartar Control program. The programs follow the same basic procedures.

P&G relies on an extensive den-

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GM introduces credit card with teaser ads

By Raymond Serafin

General Motors Corp. starts the long-awaited rollout of its general-purpose credit card today with a two-day teaser campaign on network TV, leading up to a Sept. 9 launch.

Four 15-second spots were scheduled to air on ABC's "NFL Monday Night Football"; evening news shows; prime-time programs such as CBS' "Murphy Brown" and "Northern Exposure"; and on ABC's "All My Children," believed to be GM's first buy ever on network daytime programming.

The automaker will back the GM Card, a MasterCard, with a $70 million-plus ad effort, hoping to quickly establish consumer awareness of the card. GM's primary goal is to enhance automotive sales by building customer loyalty to its brands.

The teaser spots are a series of billboards. One reads: "On Sept. 9, GM will turn buying power into horsepower." That's expected to be a recurring theme, possibly the main theme line, highlighting the way in which the card will enable a user to build credits toward the purchase of a new vehicle, parts or service.

A two-day teaser campaign for the GM Card starts today on network TV.

Each spot ends with the GM corporate logo. Dramatic music from the movie "Terminator 2: Judgment Day," runs throughout. Added in at the end is the sound of a car engine being started.

■ **GE Capital's new credit card will go to Hal Riney—Page 37.**

The billboards in other spots read: "On Sept. 9, you can put the power of the world's largest corporation in your wallet"; "On Sept. 9, every credit card you carry will become last year's model"; and "On Sept. 9, GM will turn plastic into steel."

McCann-Erickson Worldwide, New York, created the teasers and the launch campaign that will break Sept. 9, with Atkinson Group, St. Louis, handling direct marketing.

The card will be issued by Household Bank in Prospect Heights, Ill., and will carry the GM logo. GM will get an estimated 1% to 2% of the charge volume generated.

The launch is expected to include a no-annual-fee-for-life offer to initially recruit users. Direct marketing will play an important part in the effort to sign up GM vehicle owners, who could get rebates on vehicle purchases amounting to as much as 5% of their credit card purchases.

GM hasn't officially acknowledged a credit card is in the works, but the program has been a poorly kept secret for more than a year. □

Apple, IBM go for value

New PCs designed to blast low-price clones

By Bradley Johnson

IBM Corp. and Apple Computer, the personal computer market's top two players, in the next two weeks will introduce new value brands, counting on lower prices and expanded distribution to send PC clones packing.

IBM and Apple become the latest major PC marketers to unveil low-price secondary brands this summer, joining Compaq Computer Corp., Dell Computer Corp. and Toshiba America Information Systems.

IBM this week is expected to unveil its cheap PC, dubbed ValuPoint. Apple will follow next Monday with Macintosh Performa, a line of home computers.

With PCs now largely a commodity, major marketers feel compelled to come out with lower-price wares to compete with clones. The top 10 PC marketers accounted for only half of the 11 million PCs sold in the U.S. last year, down from two-thirds in 1986, according to InfoCorp, a market research company. Clones with similar features and a lower price made up the rest.

The major companies are counting on value-price sub-brands to win back market share without detracting from the image of the main lines. But not without risk.

"By bringing out arguably identical computers, even if they have a phony funny little brand name attached to them, there is a feeling that these [PC marketers] are destroying that thing which provides them the added margins . . . the golden brand equity," said Ira Bachrach, president of NameLab Inc., a name development company.

Added Al Ries, chairman of marketing consultancy Trout & Ries: PC marketers "want to create a separate name so that they don't hurt the reputation of the primary brand, but on the other hand, they want to have the benefit of the spinoff value of the primary brand. The truth is you can't have it both ways."

Compaq, struggling to expand its base beyond high-performance Deskpro computers selling at $1,800 and up, started the summer rush to value brands in June when it introduced Compaq ProLinea, an entry-level line that starts at $899.

Compaq's chief nemesis, Dell, responded two weeks later with Dimension by Dell. Toshiba this month launched Toshiba Satellite, its low-price line.

With the value brands, expanded distribution is as critical as low prices.

'Value' brands

Marketer	Main line	Value brand
Apple Computer	Macintosh	Macintosh Performa
Compaq Computer Corp.	Deskpro	Compaq ProLinea
Dell Computer Corp.	Dell	Dimension by Dell
IBM Corp.	PS/2 & PS/1	ValuPoint
Toshiba America	Toshiba	Toshiba Satellite
Zeos International	Zeos	Occidental Systems

IBM and Apple are already in some mass merchants, such as Sears, Roebuck & Co., but Apple will add about 1,800 retail locations, such as electronics superstores and department stores, to reach consumers who wouldn't walk into a computer store, analysts say. IBM also could sell its product by mail order, analysts say.

ValuPoint will be the first new product from the newly emancipated IBM Personal Computer Co. IBM, the world's biggest computer marketer, last week turned its PC division into a separate operating unit, a move that IBM hopes will make it more agile and competitive.

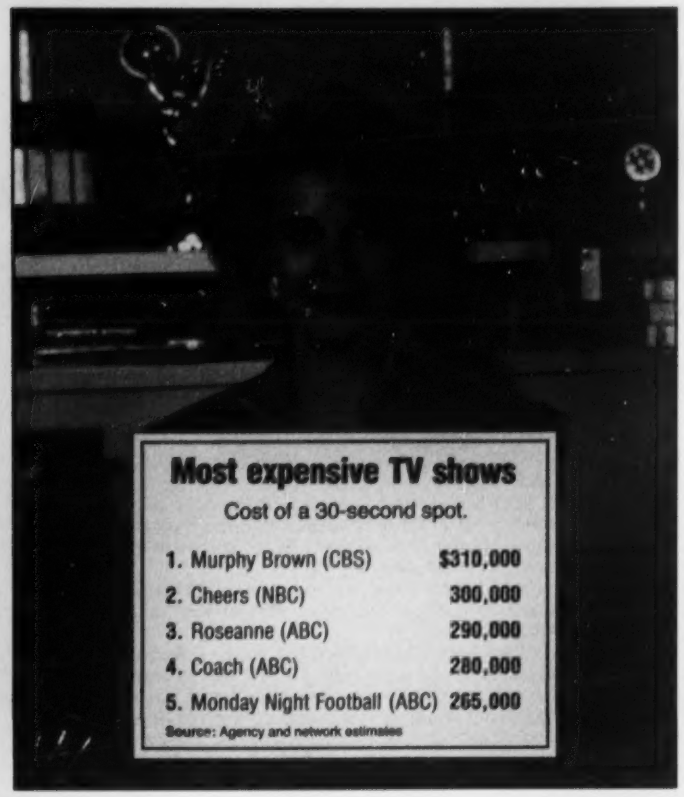
ValuPoint will be IBM's third PC brand, coming in below the high-end PS/2 and the PS/1, an entry-level machine aimed at small businesses and home users. Ad plans as of late last week were unclear; Lintas:New York handles IBM personal computer ads.

With Apple, the line of three Performas represents its move into both consumer electronics and consumer electronics stores. Apple designed Performa as a family computer, and it's a logical successor to Apple II, the company's fabled home and school computer.

Apple will offer Performa with a CD-ROM multimedia player, an emerging technology that will let the computer play video and audio. The technology is a cross between computers and consumer electronics—precisely where Apple intends to be in coming years as it develops other computer-based electronics products.

"This is a way for them to see if they can become a consumer electronics firm," said Andy Bose, VP of Link Resources, an electronics industry consultancy.

Apple isn't expected to advertise Performa significantly beyond initial introductory print, instead following a consumer electronics model, relying on retailers and co-op advertising, Mr. Bose said. BBDO Worldwide, Los Angeles, is Apple's agency. □



Most expensive TV shows

Cost of a 30-second spot.

1. Murphy Brown (CBS)	$310,000
2. Cheers (NBC)	300,000
3. Roseanne (ABC)	290,000
4. Coach (ABC)	280,000
5. Monday Night Football (ABC)	265,000

Source: Agency and network estimates

Advertisers vote for 'Murphy Brown'

CBS show at head of pack in cost per :30

By Joe Mandese

NEW YORK—Dan Quayle may not like "Murphy Brown," but Madison Avenue apparently does and it's paying $10,333 a second to prove it.

At $310,000 for a 30-second commercial unit, the CBS show is the most expensive regularly scheduled series on TV as the 1992-93 season starts, according to *Advertising Age* estimates based on reports from agency media buyers and the Big 3 TV networks.

"Murphy Brown" topped by $10,000 the next most expensive series and last year's most expensive: NBC's "Cheers," which cost $300,000 per commercial spot last season and will cost the same this year.

ABC's Tuesday night lineup also weighed in with heavy price tags. "Roseanne," at $290,000 per spot, was the third most expensive series on TV, followed by ABC's "Coach" at $280,000 per spot.

"Murphy Brown" topped by $10,000 the next most expensive series: "Cheers."

But "Coach" is actually more expensive than "Roseanne" on a cost-per-rating-point basis. Based on their 1991-92 season ratings, "Coach" cost $16,767 per prime-time rating point, while "Roseanne" cost only $14,573 per rating point.

Agency buyers attributed the difference to "Coach's" superior demographics, which make it one of the most coveted shows on TV.

"It's got adult men. It's got women. It's got everything," said Doug Seay, senior VP-director of national broadcast at Hal Riney & Partners.

Network executives said "Coach" may also be one of the most profitable shows on network TV, noting that ABC pays a much lower licensing fee for it than it does for "Roseanne."

At $16,848 per prime-time rating point, CBS' "Murphy Brown" beat them both.

The cheapest show of the new

(Continued on Page 36)

Maybelline could be next for Benckiser

By Pat Sloan

The cosmetics acquisitions market may be about to pop once again.

Only months after paying $440 million for Coty, Joh. A. Benckiser GmbH now is rumored to be pursuing Maybelline, which was acquired in 1990 from Schering-Plough Corp. by Wasserstein Perella Management Partners for $300 million.

Industry executives familiar with both companies said Benckiser approached Wasserstein earlier this year around the same time it began looking at Coty.

"The interest is still there," said one executive close to Benckiser. "It was hot and heavy the last time around. It didn't happen, not because there was a distaste for it but because other things, including Coty, came up."

Thomas Bonoma, exec VP at Benckiser and ceo of its North American unit, declined comment on interest in Maybelline but said: "Benckiser is an aggressive firm and plans to continue growing, and it's tough to do that organically. We're always interested in acquisition opportunities."

Bruce Wasserstein, founder of Wasserstein Perella & Co., was traveling and couldn't be reached for comment. Maybelline President Bob Hiatt, contacted last week at the company's sales meeting in Florida, said he spoke with Mr. Wasserstein and was told "there is absolutely nothing to any such rumor. His perspective is that we're on such a growth track it's not the proper time to sell for our best value."

Unilever has also been mentioned as a possible Maybelline suitor, but the company routinely declines comment on its plans.

One industry executive said he believes Mr. Was-

(Continued on Page 37)

McCann works on 'always' theme for Coke Classic

By Melanie Wells and Patricia Winters

One of the primary ideas McCann-Erickson Worldwide is working furiously to develop into an ad campaign for Coca-Cola Classic is based on a single notion: "always."

The New York agency is said to be building a campaign for Classic around the concept, which Coca-Cola Co. executives believe defines the character of the brand and represents Coca-Cola's all-American image.

Executives at the soft-drink company are said to have given the nod to "always" but haven't approved a specific theme line or execution. The word may or may not appear in the campaign, but it serves as a strategy around which new advertising is being developed.

McCann executives declined to comment, and Coca-Cola said it doesn't comment on the development of advertising.

Retired McCann Vice Chairman John Bergin, who sold the "always" concept to Coca-Cola, is said to be developing an effort in-

"Always" is a strategy around which new advertising is being developed.

corporating the word, according to an executive outside the ad agency.

But the executive said other McCann staffers, as well as Creative Artists Agency executives, are working on their own interpretations of the "always" concept. The agency is also working on other ideas, and it's believed as many as four could be tested as early as this week.

Mr. Bergin is believed to have developed the initial idea based not so much on research but on his own instinct and knowledge of the brand. He's served as McCann's ambassador to Coca-Cola several times.

Mr. Bergin is a longtime associate of Coca-Cola Co. President Donald Keough and is said to discuss marketing ideas often with the top executive.

Those who know him say his interpretation of the Coca-Cola Classic mystique matches that of Mr. Keough in that both are sensitive to the brand's Americana appeal.

The "always" concept also seems to fit Mr. Keough's somewhat conservative ad style. He's said to have rejected more cut-

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"You need some new furniture!"

Ikea snorts: Your digs stink

By Bradley Johnson

Ikea is invading California living rooms, and the Swedish furniture seller doesn't like what it sees.

In a new TV spot airing only in southern California, a man walks up to the camera, smashes his nose into the lens and darts his eyes back and forth, as if surveying the room.

He steps back and screams: "You need some new furniture!"

The 30-second b&w spot segues into color shots of the Ikea catalog and closes with a voice-over: "The 1993 Ikea catalog is here, not a moment too soon."

The commercial from Stein Robaire Helm, Los Angeles, brings new meaning to intrusive advertising. One woman told *Advertising Age* she and her husband burst out laughing when they saw the commercial, looked down at their sagging sofa and agreed they did need new furniture.

Ikea also drew attention in Los Angeles last month for a back-to-school newspaper ad. The ad carried the headline "California hasn't seen figures this low since last year's SATs," an assertion that caught the ire of the American Federation of Teachers. Ikea apologized and said the ad wouldn't run again. □

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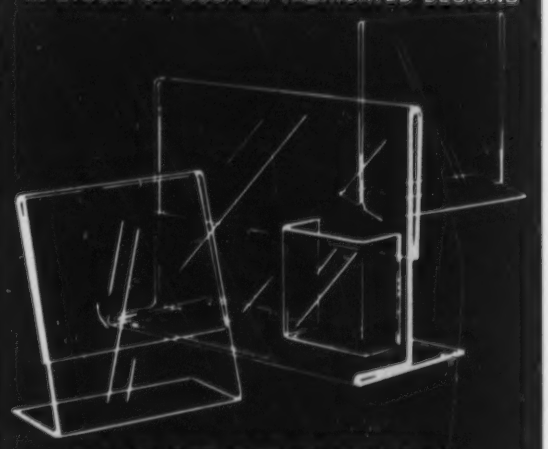

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How agencies tighten belts

Fee-based revenues are up, business strategies change

By Adrienne Ward

The recession is changing the way ad agencies operate their businesses.

A survey of 400 U.S. agencies found an increasing number are relying on fee-based revenues, paying invoices later and altering their business strategies.

The survey was conducted for *Advertising Age* by Altschuler, Melvoin & Glasser, an accounting firm that specializes in ad agencies.

Seventy-three percent of respondents had annual gross billings of $20 million or less and 65% had fewer than 30 employees.

Revenues from fees have grown more than those from media and production. Forty-five percent of the respondents said their fee-based revenues had increased since 1991 vs. a 32% increase for media and 31% for production.

"That's normal for agencies to [rely on fees] in a bad economy because media commissions are down," said Robert Meyer, president of Meyer & Wallis, a $15 million shop in Milwaukee. Mr. Meyer helped analyze the survey results for *Ad Age*.

"It also reflects that agencies are handling smaller pieces of business and have to move to fees because they can't cover their costs with commissions," he said.

Shops in the middle tended to spend a greater portion of their billings on payroll, excluding fringe benefits. Of agencies billing $5.1 million to $20 million, 35% of billings went to payroll; those billing $20.1 million to $50 million spent 31% on that category. Meanwhile, payroll accounted for 29% of billings for shops with $5 million or less in billings, and 24% for agencies billing more than $50 million.

Agencies of all sizes reported decreases in staff during the past year: 43% of shops with $5 million or less in billings, 39% of agencies with $5.1 million to $20 million, 33% of those in the $20.1 million to $50 million bracket and 43% of agencies with more than $50 million in billings cut staff.

Salaries have also been affected. According to the study, 38% of ad agencies reported a decrease or no change in salaries in the past year. And while 62% reported increases, almost all were less than a 10% gain.

Forty-seven percent reported they've slowed invoice payment. Only 4% were paying faster than a year ago.

Another result of the recession: 76% of agencies report they've changed their strategic plans due to economic circumstances. The shifts can include increasing geographic operating area, adding product/marketing expertise, adopting vertical integration services and forming strategic partnerships.

Such moves are necessary for survival, Mr. Meyer said, especially for small and midsize agencies.

"Smaller shops still live in a universe small enough that they can control their overhead," he explained. "And the $50 million-plus agency is basically another industry. They control their overhead by hiring and firing, almost like a manufacturer. It's the midsize agency that's getting hit the hardest."

The survey was mailed to 3,500 agencies nationally in May and June. It has a margin of error of plus or minus 5 percentage points. □

Getting down to business

Where agencies get their revenue:

35% Media
29% Production
36% Fees

Fee-based revenues increased for 45% of agencies in the past year. This shows how the percent of revenue from fees has changed:

45% Increased
23% Decreased
32% No change

Have agency staff sizes changed over 1991?

29% Increased
39% Decreased
32% No change

How have agency salaries weathered the past year?

62% Increased
17% Decreased
21% No change

Are agencies paying their invoices at the same pace they did before the recession?

47% Slower
4% Faster
49% No change

Source: Altschuler, Melvoin & Glasser

FOR THE RECORD

GILLETTE CO. will present its new 12-item men's grooming line to financial analysts Sept. 22. As previously reported, the line will be named Gillette and will tie into the ongoing "Best a man can get" campaign from BBDO Worldwide, New York.

IBM CORP. last week formed IBM Personal Computer Co., a separate operating unit to market PC products worldwide. The move isn't expected to affect Lintas:New York's status on the PC business, supported by about $22 million in measured media last year. Robert Corrigan, an IBM VP, is the new unit's president.

'SMARTMONEY,' New York, will start an every-other-monthly publishing schedule in January, as expected (AA, July 20). The personal finance magazine is a joint venture of Hearst Corp. and Dow Jones & Co. Its rate base will rise 20% to 300,000 in January and another 33% to 400,000 in the second half of 1993. The second issue was published last week and carried 96 ad pages.

SEARS, ROEBUCK & CO. agreed to pay $3.5 million to cover the state of California's costs of investigating Sears' auto repair practices. Sears will also offer $50 merchandise coupons to Californians who bought selected auto center products.

MERCEDES-BENZ of North America, Montvale, N.J., named the **Stenrich Group**, Glen Allen, Va., as its direct marketing agency. Stenrich is an affiliate of the Martin Agency, Richmond, which shares Mercedes' national account with sister agency Scali, McCabe, Sloves, New York. McCaffrey & McCall previously handled advertising and direct marketing.

GANNETT CO. agreed to buy for $250 million *The Honolulu Advertiser*, a 105,000-circulation morning daily, from Persis Corp. To comply with antitrust laws, Gannett must sell *The Honolulu Star-Bulletin*, an 88,000-circulation afternoon paper. The dailies now operate under a joint operating agreement.

'USA TODAY' SKY RADIO finally got off the ground last week on selected United Airlines and Delta Air Lines flights. Hyatt Corp. is one of several charter advertisers. Sky Radio provides live news, business reports and destination-city weather forecasts.

ADVANSTAR COMMUNICATIONS, Cleveland, formerly Edgell Publications, last week announced it's acquired *Voice Processing* and the exhibit show Voice from Information Publishing Co., and bought InfoText Publishing Co., publisher of *Infotext* and *Response TV*. The acquisitions are the company's first since reorganizing in January.

FLORISTS' TRANSWORLD Delivery Association announced that consumers next year will be able to order flowers directly by calling 1-800-SEND-FTD. FTD has assigned the $14 million account for the program to **J. Walter Thompson USA**, Detroit; FTD's core ad account remains with D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich.

MILK INDUSTRY FOUNDATION, Washington, will ask processors to approve a $55 million education campaign for 1994 to try to revive sales. Bozell, New York, is working with the foundation on presenting the plan to processors. Members last year rejected the idea of a high-profile campaign.

VOLKSWAGEN OF AMERICA is testing four campaigns to succeed its politically oriented family values TV effort next month. The "Fahrvergnugen" theme plays a major role in two of the efforts and has a lesser role in the others, said David Schembri, Volkswagen director-marketing. DDB Needham Worldwide, Troy, Mich., is the agency.

NEW CAMPAIGNS: Choice Hotels International on Sept. 15 starts promoting its free travel-related discount coupon book with 3 TV spots starring Vanna White, Evel Knievel and exercise enthusiast Jack LaLanne. Gray Kirk/VanSant, Baltimore, handles. . . . **Toyota Motor Sales USA** on Sept. 4 broke a TV and print campaign for the redesigned Corolla via Saatchi & Saatchi Pacific, Torrance, Calif.

ACCOUNT ACTION: Chi-Chi's Restaurants, Louisville, Ky., will get a new agency for its $10 million account. Incumbent D'Arcy Masius Benton & Bowles, St. Louis withdrew from a review; other participants haven't been disclosed. . . . **Reckitt & Colman**, Wayne, N.J., to **Partners & Shevack**, New York, from Campbell-Mithun-Esty for its $6 million Easy-Off oven cleaner, Mr. Bubble, Binaca and Wizard charcoal lighter account. . . . **French Government Tourist Office**, New York, kept **Ketchum Advertising** for its $4 million account after a review. . . . **Tourism Promotion Council of the Dominican Republic**, Santo Domingo, to **Robinson, Yesawich & Pepperdine**, Orlando, Fla., first agency for the $2 million to $3 million account.

WORTH NOTING: Taylor-Gordon/Widmann & Co., New York, is the name of the $30 million shop formed by Widmann & Co.'s acquisition of Taylor-Gordon Aarons & Co. . . . **Frito-Lay** this week begins testing Doritos Tortilla Thins in Tulsa, Okla., and Omaha, Neb. TV advertising is planned for this fall via BBDO Worldwide, New York.

Big G to get Nabisco cereals; who gets ads?

By Scott Hume

General Mills' gain is likely to be FCB/Leber Katz Partners' loss.

The No. 2 cereal marketer last week acquired RJR Nabisco's North American ready-to-eat cereal business for $450 million, putting the Shredded Wheat, Spoon-Size Shredded Wheat and Shreddies brands in the Big G column.

That has General Mills agencies gearing up to pitch the brands now at FCB/Leber Katz, which will be an even larger piece of business under the new owner. The Big G shops are Campbell-Mithun-Esty, Minneapolis; DDB Needham Worldwide, Chicago; and Saatchi & Saatchi Advertising, New York.

"We're ready and willing, and would like to think we're equipped to handle it," said an executive at a General Mills agency, "but we've heard nothing. It's too early."

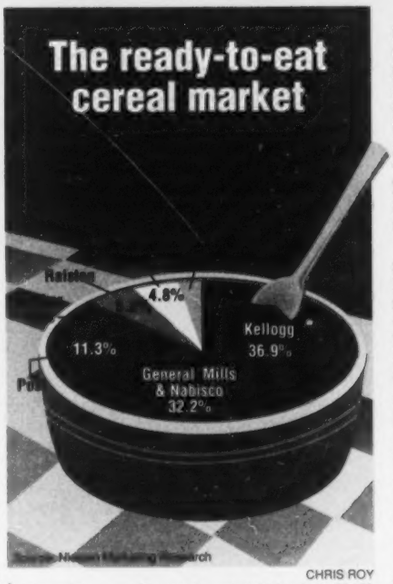
Leber Katz insiders say they aren't convinced the agency will lose the Shredded Wheat account, noting the shop handles General Mills assignments in Canada.

A General Mills spokesman said the agency assignment won't be decided until the deal is approved by the Federal Trade Commission and the Canadian Bureau of Competition.

Nabisco spent less than $8 million on measured media advertising for the Shredded Wheat brands last year. General Mills is promising to top that.

"Our goal is to revitalize the Shredded Wheat brands in North America . . . through established product improvements, new products and increased marketing support," Exec VP Steve Sanger said.

Said Timothy Ramey, analyst at C.J. Lawrence Inc.: "I expect you'll see a significant increase in ad spending. Shredded Wheat was not well-developed under RJR Nabisco, but with General Mills already talking about the 'Shredded Wheat franchise,' you know they're not going to leave well enough alone."



CHRIS ROY

Saatchi has the Cheerios line and others including Cocoa Puffs, Country Corn Flakes, Kix, Lucky Charms and Total. DDB Needham's primary assignment is Wheaties, plus Basic 4, Crispy Wheats 'n Raisins, Triples and Raisin Nut Bran. CME's assignments include Cinnamon Toast Crunch and Oatmeal Crisp.

Nabisco's 3.1% market share won't push General Mills past ready-to-eat cereal leader Kellogg Co. but would close the gap. Kellogg had a 36.9% share of the $6.5 billion market for the 52 weeks ended Aug. 8, according to Nielsen Marketing Research. General Mills was second with a 29.1% share, followed by Kraft General Foods' Post unit at 11.3%, Quaker Oats Co. at 7% and Ralston Purina Co. with 5.2%.

"Look at the shelves and you'll see General Mills and Kellogg dominating more and more. It's a wonder Quaker, Ralston and Nabisco get any shelf position at all," Mr. Ramey said. "If you're Nabisco, you get nothing [from retailers] in that segment. But if you're part of General Mills or Kellogg, then you get something. Shredded Wheat could be pretty interesting as part of General Mills." □

Riccardo A. Davis contributed to this story.

Conde Nast Select pays off

GM moves toward ending boycott with Saturn buy

By Scott Donaton

NEW YORK—Conde Nast Publications' recent revamp of its corporate ad sales unit appears to be working.

In the five months since the program was unveiled, Conde Nast has increased its corporate client list to 102 accounts from 80 and seen strong growth from its top 50 accounts, said Neil Jacobs, VP-director of corporate advertising services.

The publisher has also sold a four-title package to General Motors Corp.'s Saturn subsidiary that could be the beginning of the end of GM's boycott of Conde Nast. *GQ*, *Glamour*, *Self* and *Vanity Fair* will be added to Saturn's media schedule for the 1993 model year.

GM pulled most of its advertising from Conde Nast several years ago because the publisher wouldn't negotiate published rates.

Now, industry executives, including an ad executive with one GM division, believe Conde Nast is in discussions with GM for a larger corporate package.

Conde Nast executives wouldn't comment on such discussions except to say they won't change their stance on rate negotiations.

But last March, the publisher responded to complaints from advertisers and agencies about its inflexibility by revamping its corporate sales structure.

The new Conde Nast Select package allows advertisers to earn discounts by buying space in any three or more of the publisher's 12 titles. It replaced a highly structured system that involved limited combinations of titles.

"I think it has once and for all destroyed the myth that we are inflexible," said Conde Nast President Bernie Leser.

Mr. Jacobs said new corporate accounts have come from a variety of categories and include such advertisers as Bristol-Myers Squibb Co., Farley Industries, Gillette Co., Range Rover of North America and the Mexican Government Tourism Offices.

In addition, Conde Nast's top 50 corporate clients will run 600 more ad pages this year than last year, a 14% increase, he said.

Agency media buyers have said Conde Nast needed to restructure its package to remain competitive, and some believe the publisher still hasn't gone far enough. But reaction to the new plan has been generally positive.

"It's much more flexible, so it's able to fit into our plans much better," said Dawn Sibley, exec VP-director of media and communications services at Ally & Gargano. "They had to respond to what was happening in other publishing houses."

Mr. Leser said Conde Nast's 12 titles suffered a weak first quarter but have since rebounded. The magazines' combined ad pages will be up 3.2% through October compared with the same period last year, he said. □

Raymond Serafin in Detroit contributed to this story.

Coke

(Continued from Page 3)

ting-edge creative in favor of traditional approaches that feature all-American images.

For several years, there's been a philosophical rift at Coca-Cola USA over whether Classic should get a separate campaign specifically targeting young people.

The company has tested such efforts in the past but has consistently opted to keep its traditional umbrella campaign that includes executions targeting kids. McCann, however, continues to develop and test such efforts, as it's said to be doing now from its Seattle office.

Some executives say Classic's new campaign, expected to break in March, will serve as Mr. Keough's exit hymn; he's slated to retire next year. □

Arbitron folds national ScanAmerica

By Wayne Walley
Crain News Service

NEW YORK—Arbitron Co., once determined to break up Nielsen Media Research's monopoly on measuring network TV audiences, gave up on its fledgling ScanAmerica national TV ratings service last week.

Arbitron said it couldn't sign up enough clients to support ScanAmerica, which combined network TV ratings with product purchase measurements.

"While advertisers have talked about an interest in single-source research, what they are willing to pay and the willingness to sign up didn't translate into the dollars for us to do it," said Thomas Mocarsky, Arbitron VP-communications.

The decision to pull the plug on the ScanAmerica network service won't affect the company's local ScanAmerica markets, he said.

The ScanAmerica technology, which simultaneously measures TV viewing with people meters and product purchases with in-home scanner wands, is currently in use in Denver; Phoenix, Ariz.; St. Louis; and Pittsburgh.

Baltimore and Kansas City, Mo., are expected to be launched as ScanAmerica markets in November.

As many as 69 people will lose their jobs because of the network service's closure.

The network service was launched in November 1991 using a total sample of 1,000 households in five markets, and Arbitron had planned to increase the sample to 2,000 households by 1993.

CBS, Young & Rubicam and Bristol-Myers Squibb Co. signed on as initial subscribers to the service; Clorox Co., Helene Curtis Industries, Nestle's Stouffer Foods Corp., Pfizer, Ralston Purina Co. and RJR Nabisco signed on this year.

"While we appreciate the support and endorsement we had, it was not enough to make the national service pay," Mr. Mocarsky said, emphasizing the decision doesn't signal problems for the company.

"What they are willing to pay and the willingness to sign up didn't translate into the dollars for us to do it."

"We're very much in the local TV ratings business," he said, "and still in the local radio ratings business."

Nielsen has no plans to fill the void left by the national ScanAmerica demise, said Jack Loftus, VP-corporate communications for the ratings company.

"Many of our customers told us they wanted two separate panels and not to combine marketing and media information into the ratings information we provide," Mr. Loftus said. "We took them at their word and didn't do it."

Nielsen Media Research's sister division, Nielsen Marketing Research, maintains a separate single-source service, the Nielsen Single Source Panel, which is designed as a marketing research database.

The panel, a 4,000-household subset of the massive 40,000-household scanner panel, combines TV meters with in-home product scanning wands to record the TV single-source research.

But unlike Arbitron's ScanAmerica system, which requires households to register their TV viewing choices via a people meter, Nielsen's system uses passive meters that require no interaction.

But Nielsen also appears to be backing away from its single-source commitment. About two months ago, Nielsen executives decided not to make further investments in the panel but to maintain the current system as long as it's feasible.

"As households leave the panel, we will not be replacing them," said a Nielsen executive, noting that Nielsen could always decide down the road to reinvest in the single-source service. □

Joe Mandese contributed to this story.

NFL promotions

(Continued from Page 4)

■ A record 40-page Sunday free standing insert drops in newspapers nationwide on Oct. 4. The 10th annual program is tied to Football & Academics: A Championship Team, which uses football trading cards to teach elementary school students about nutrition, fitness, alcohol abuse and other topics. RJR Nabisco, Eastman Kodak Co., Unilever, Ocean Spray Cranberries and Kraft General Foods are among the sponsors.

■ NFL Properties is issuing its second collectors trading-card set this year. NFL Game Day, a 500-card set aimed at hobbyists, will be available Oct. 1. The cards will be promoted by a print campaign, created in-house, in *Sports Illustrated, Sports Illustrated for Kids, USA Today* and card collector magazines.

■ The NFL is resurrecting Punt, Pass & Kick, a local and national competition for boys and girls discontinued in 1979 but resumed in six markets in 1991 and expanded to all 26 NFL markets this year. Quaker Oats Co.'s Gatorade is the lead sponsor; Sears, Roebuck & Co. is a secondary sponsor.

■ GTE Corp. is sponsoring Promoting Academic Skills & Studies, a computer-based program that uses a simulated football field to teach seventh graders the Pythagorean theorem and other mathematical concepts.

■ The league is also trumpeting its pricey ProLine apparel with a campaign featuring such unlikely football endorsers as Muhammad Ali, Martin Mull and basketball star Isiah Thomas. They tout "authentic" team jackets and other gear that sell for $100 and up.

Local teams are also stepping up marketing, especially those with less than stellar records. Although many teams routinely sell out home games, others have resorted to modest ad campaigns to fuel season-ticket sales.

The NFL is resurrecting Punt, Pass & Kick, a local and national competition for boys and girls.

For example, the Minnesota Vikings in July began a humorous $200,000 campaign from Bozell, Minneapolis, promoting a change for the better with new coach Dennis Green.

Despite the enormous loyalty of fans in many markets, the cost of cheering is getting steeper.

Team Marketing Report, a newsletter, says average ticket prices climbed 6.9% for the new season. Its "fan cost index" showed that a family of four would spend an average of $163.70 to attend a game, including tickets, parking and refreshments. □

Joe Mandese contributed to this story.

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How much a 30-second spot costs in fall's prime-time schedule

High demand for "Coach's" audience makes it one of the most expensive shows on TV.

Monday

7 p.m.	7:30 p.m.	8 p.m.	8:30 p.m.	9 p.m.	9:30 p.m.
Young Indiana Jones $95,000		NFL Monday Night Football $265,000			
Evening Shade $200,000	Hearts Afire $175,000	Murphy Brown $310,000	Love & War $190,000	Northern Exposure $225,000	
Fresh Prince $150,000	Blossom $140,000	NBC Monday Night Movies $140,000			

Tuesday

Full House $175,000	Hangin' With Mr. Cooper $180,000	Roseanne $290,000	Coach $280,000	Going to Extremes $130,000
Rescue: 911 $115,000		CBS Tuesday Movie $125,000		
Quantum Leap $115,000		Reasonable Doubts $115,000		Dateline NBC $105,000

Wednesday

The Wonder Years $125,000	Boogie Nowser, M.D. $135,000	Home Improvement $225,000	Laurie Hill $120,000	Civil Wars $135,000
The Hat Squad $80,000		In the Heat of the Night $90,000		48 Hours $135,000
Unsolved Mysteries $150,000		Seinfeld $200,000	Mad About You $140,000	Law & Order $125,000

Thursday

Delta $70,000	Room for Two $80,000	Homefront $95,000		PrimeTime Live $95,000
Top Cops $80,000		Street Stories $85,000		Knots Landing $175,000
A Different World $150,000	Rhythm & Blues $160,000	Cheers $300,000	Wings $225,000	L.A. Law $200,000

Friday

Family Matters $125,000	Step by Step $120,000	Dinosaurs $110,000	Camp Wilder $90,000	20/20 $120,000
Golden Palace $120,000	Major Dad $125,000	Designing Women $125,000	Bob $130,000	Picket Fences $130,000
Final Appeal $70,000	What Happened? $70,000	The Round Table $80,000		I'll Fly Away $110,000

Saturday

Covington Cross $55,000		Crossroads $75,000		The Commish $85,000
Frannie's Turn $60,000	Brooklyn Bridge $75,000	Raven $60,000		Angel Street $55,000
Here & Now $85,000	Out All Night $85,000	Empty Nest $135,000	Nurses $125,000	Sisters $125,000

Sunday

6 p.m.	6:30 p.m.		
Life Goes On $90,000	Funniest Videos $150,000	Funniest People $145,000	ABC Sunday Night Movie $125,000
60 Minutes $220,000	Murder, She Wrote $150,000		CBS Sunday Night Movie $160,000
Secret Service $50,000	I Witness Video $70,000		NBC Sunday Night Movie $160,000

Source: Agency and network estimates

All times Central Time.

What prime time ads cost

(Continued from Page 3)

prime-time season is NBC's Sunday night entry "Secret Service," which only costs $50,000 per spot, followed by ABC's "Covington Cross" at $55,000.

Buyers said prices for those series were low because they're new and untested.

However, several new series commanded strong prices, including CBS' "Love & War." Agency executives said that price tag, $190,000 per spot, reflected the strength of the series' pilot and the track record of executive producers Diane English and Joel Shukovsky, who also created "Murphy Brown."

They said "Love & War" would also benefit from its position on CBS' strong Monday night schedule. The series is sandwiched between the hits "Murphy Brown" and "Northern Exposure," and was given the highest audience share projections of any new network series by most major ad agencies.

Another new series whose price is benefiting from its position on the network schedule is ABC's "Hang With Mr. Cooper." Buyers said its $180,000 price tag is due to its placement between ABC's successful "Full House" and "Roseanne."

The cost estimates are the average of prices charged to advertisers for the fourth quarter. Buyers may have paid significantly higher or lower prices depending on the size of their overall network ad packages and the date on which the spots air. □